

*What is claimed is:*

- suba17
1. A method for creating a virtual media channel at an end user, comprising:  
receiving a first signal including national programming;  
receiving a second signal including local programming;  
receiving a network command originating from somewhere other than the end user;  
and  
switching between said first and second signals in response to said network command,  
wherein said switching occurs at the end user.
  2. The method of claim 1, further comprising:  
receiving a second network command; and  
switching back between said first and second signals in response to said second  
network command.
  3. The method of claim 1, wherein said receiving a first signal comprises receiving a  
satellite signal including national programming.
  4. The method of claim 1, wherein said receiving a first signal comprises receiving a  
direct broadcast satellite signal including national programming.
  5. The method of claim 1, wherein said receiving a first signal comprises receiving a  
cable signal including national programming.



14. The method of claim 13, wherein said switching between said first signal and said second signal comprises switching between said first signal and said second signal at said time to switch included in said network command.

15. The method of claim 14, further comprising storing said second signal at the end user.

16. The method of claim 14, wherein said switching between said first signal and said second signal at said time to switch comprises switching between said first signal and said stored second signal at said time to switch.

17. A method for creating a virtual media channel at an end user, comprising:  
receiving a first signal including a first program stream;  
receiving a second signal including a second program stream;  
receiving a command originating from somewhere other than the end user; and  
switching between said first and second signals in response to said command, wherein said switching occurs at the end user.

18. The method of claim 17, wherein said receiving a first signal comprises receiving a first signal including a national program stream.

19. The method of claim 18, wherein said receiving a second signal comprises receiving a second signal including a data stream.

20. The method of claim 18, wherein said receiving a second signal comprises receiving a second signal including a national program stream.



29. The method of claim 27, wherein said receiving a second signal comprises receiving a second signal including a data stream.

30. A receiving device located at an end user comprising:

a first receiver channel that receives a first signal including a first data stream;

a second receiver channel that receives a second signal including a second data stream;

a third receiver channel that receives a third signal including a network command originating from somewhere other than the end user; and

a switch that switches between said first receiver channel and said second receiver channel based on said network command.

31. The receiving device of claim 30, further comprising a storage device.

32. The receiving device of claim 31, wherein said storing device stores said first data stream.

33. The receiving device of claim 31, wherein said storing device stores said network command.

34. The receiving device of claim 30, wherein said first receiver channel comprises a direct broadcast satellite receiver channel.

35. The receiving device of claim 30, wherein said first receiver channel comprises a broadcast television receiver channel.

36. The receiving device of claim 30, wherein said first receiver channel comprises a digital broadcast television receiver channel.

37. The receiving device of claim 30, wherein said first receiver channel comprises a cable receiver channel.

38. The receiving device of claim 34, wherein said second receiver channel comprises a broadcast television receiver channel.

39. The receiving device of claim 38, wherein said second receiver channel comprises a digital broadcast television receiver channel.

40. The receiving device of claim 31, wherein said switch switches between said first receiver channel and said storage device based on said network command.

41. The receiving device of claim 30, wherein said second receiver channel and said third receiver channel are the same.

42. The receiving device of claim 31, wherein said first receiver channel comprises a telecommunications channel.

43. The receiving device of claim 42 wherein said first data stream is received on said telecommunications channel and cached on said storage device.



monitoring a first signal for cue data, wherein said first signal includes national programming;

generating an avail profile using said cue data;

selecting a delivery commitment that can be satisfied by said avail profile, wherein local program content is associated with said delivery commitment;

transmitting a second signal with said local program content according to said avail profile; and

causing a receiving device located at or near the point of reception by an end user to switch between said first signal and said second signal.

50. The method of claim 49, wherein said causing a receiving device to switch between said first signal and said second signal comprises sending a switch command.

51. The method of claim 50, wherein said sending a switch command comprises broadcasting a switch command.

52. The method of claim 51, wherein said broadcasting a switch command comprises broadcasting a switch command over a direct broadcast satellite signal.

53. The method of claim 51, wherein said broadcasting a switch command comprises broadcasting a switch command over a broadcast television signal.

54. The method of claim 50, wherein said sending a switch command comprises sending a switch command over a cable network.



55. The method of claim 50, wherein said sending a switch command comprises sending a switch command over a telecommunications network.

56. The method of claim 49, wherein said transmitting a second signal with said local program content comprises transmitting a second signal with advertising content.

57. The method of claim 49, wherein said transmitting a second signal with said local program content comprises transmitting a second signal with data delivery content.

58. A method for delivering a program stream to an end user comprising:  
maintaining a database of available inventory for the delivery of program streams;  
receiving a request regarding delivery of a program stream within said available inventory;  
scheduling said program stream for delivery;  
delivering said program stream to the end user; and  
verifying that said program stream was delivered.

59. The method of claim 58, wherein said receiving a request regarding delivery of a program stream comprises receiving a request regarding delivery, including reach and frequency, of a program stream.

60. The method of claim 58, wherein said receiving a request regarding delivery of a program stream comprises receiving a request regarding delivery of a program stream in a specific program timeslot.

61. The method of claim 58, further comprising determining whether said request can be met by said available inventory.

62. The method of claim 58, further comprising allowing a requestor to browse said available inventory.

63. The method of claim 62, wherein said allowing a requestor to browse said available inventory comprises allowing a requestor to specify parameters to classify said available inventory.

64. The method of claim 58, wherein said scheduling said program stream for delivery comprises generating a delivery commitment profile regarding delivery of said program stream including at least one of an intended recipient, a size of said delivery, a time limitation associated with said delivery, a location of said program stream, a level of execution priority, and a make-good right.

65. The method of claim 58, further comprising receiving said program stream.

66. The method of claim 58, further comprising receiving location indicia associated with said program stream.

67. The method of claim 66, wherein said receiving location indicia comprises receiving a URL address from which said program stream can be retrieved.



75. The method of claim 72, further comprising determining whether said avail profile fulfills obligations associated with another program stream scheduled for delivery.

76. The method of claim 75, further comprising determining which of said program stream and said another program stream has higher priority.

77. The method of claim 58, wherein said verifying that said program stream was delivered comprises receiving information from an end user receiving device regarding delivery of said program stream.

78. A method for providing a local program stream to an end user receiving a national program stream:

monitoring said national program stream for indicia regarding a local program segment;

transmitting said local program stream during said local program segment;

causing an end user receiving device to switch between said national program stream and said local program stream at the start of said local program segment.

79. A method for providing an electronic exchange for delivery commitments comprising:

providing an electronic interface to a plurality of buyers and sellers of delivery commitments;

receiving a post from a seller for bandwidth that can be used to satisfy a delivery commitment;

maintaining said post of bandwidth in an available inventory database; and



prioritizing said delivery commitment and said second delivery commitment to determine an order of executing same.

87. The method of claim 86, wherein said prioritizing comprises:

forwarding said delivery commitment and said second delivery commitment to a local command server;

forwarding a degree of fulfillment for each of said delivery commitments to said local command server; and

determining a priority for each of said delivery commitments based on said degree of fulfillment.

88. A method for prioritizing delivery commitments comprising:

scheduling a first delivery commitment based on a first priority;

scheduling a second delivery commitment in accordance with said first priority;

executing at least a portion of said first delivery commitment thereby establishing a degree of fulfillment for said first delivery commitment; and

determining an adjusted priority based on said degree of fulfillment.

89. The method of claim 88, wherein said scheduling a first delivery commitment comprises scheduling said first delivery commitment in each of a plurality of local markets, wherein said executing at least a portion of said first delivery commitment comprises executing at least a portion of said first delivery commitment in each of said plurality of local markets thereby establishing a degree of fulfillment for said first delivery commitment in each of said plurality of local markets, and wherein said determining an adjusted priority comprises determining an adjusted priority for each of said plurality of local markets.

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